

# NIGHT 4 *Pink*

## What:

"Night 4 Pink" is the premier Breast Cancer fund raising event in Hudson, Ohio, held this year on Sunday, October 3, 10 & 24--from 5-10 p.m. The proceeds raised benefit two 501C3 recognized organizations: **Triple Negative Breast Cancer Foundation**, and the **Susan G. Komen for the Cure Northeast Ohio™**. The main event offers patrons an elegant evening held at the prestigious **Downtown 140 Restaurant**, where guests holding reservation-only tickets (\$125 per patron with \$75 being tax-deductible) enjoy live entertainment – provided by the **Mike Petrone Jazz Ensemble** and, outstanding wine, food and desserts created exclusively for this event by **Executive Chef Don Triskett & Pastry Chef Kimberly Horner**.

Additionally, guests have the opportunity to bid on many different high-end items throughout the course of the evening. Auction items are donated by individuals, local businesses, and corporations, an example of which would be: sporting & entertainment event tickets, specialty wines and spirits, jewelry and much more. Please consider making a donation today by contacting Kurt Nygaard at 330-697-5088.

Another avenue of fund raising is through the event's "Night 4 Pink Sponsorships" – which are cash donations of varying levels: Chardonnay--\$100; Pinot Noir--\$250; Cabernet--\$500; and the Champagne--\$1,000 level (includes two complimentary tickets to the event); while the highest level: Bordeaux--\$2,500 (includes 4 complimentary tickets). If you are interested in becoming an individual or corporate sponsor, please contact Kurt Nygaard at 330-697-5088.

## Who:

This event is the brain-child of local business owners Kurt & Cindy Nygaard. Kurt and Cindy are the owners of **Downtown 140** and Cindy owns the uniquely quaint Hudson gift store, **Vignettes**. Kurt was honored by the **Susan G. Komen Foundation™** last year as one of the inaugural group of men, entitled: "The Pink Tie Guys". The program presents a group of 8 area men (involved in breast cancer) with a "pink" tie--representing the "1 in 8" women that will develop breast cancer in their lifetime. The goal is for these 8 gentlemen to wear their "pink" ties to various functions, thereby initiating discussion and awareness about this terrible disease. This year we are pleased to announce that Night 4 Pink Committee Member, Lee Giller, a male breast cancer survivor has been chosen for this honor.

## Why:

Kurt and Cindy discovered that a dear friend's wife had been diagnosed with a breast cancer referred to as "Triple Negative", which is a particularly aggressive form of the cancer which can also be difficult to manage. This, along with learning of other friends affected by breast cancer, prompted them to "do something" about it. And, that something took the shape of this unique and very successful fund raiser, utilizing their experience as restaurateurs.

**Where:**

**Downtown 140** is a nationally acclaimed restaurant having received the 2009 Cleveland Magazine’s Silver Spoon Award, as well as the Wine Spectator Award of Excellence 2004-2010. It is located at: 140 N. Main Street, Hudson, OH 44236, phone # 330-655-2940; web site: [www.downtown140.com](http://www.downtown140.com)

**When:**

“Night 4 Pink” will be held on three Sundays in October: 3<sup>rd</sup>, 10<sup>th</sup> and 24<sup>th</sup> (October is National Breast Cancer Awareness Month). The tickets are by reservation only with a limit on the number of reservations for each evening, so don’t wait, call now. Contact **Downtown 140** Manager Carl St. John at 330-655-2940.

**How:**

The event’s inaugural year (’07), brought in \$15,000—\$5,000 over the initial goal. 2008, a four-evening event brought in \$47,979—from a goal of \$25,000, and last year topped our total donation at: \$64,480.05. This year we hope to grow that amount even more, through the generosity of the Hudson and Northeast Ohio communities and through the very generous support of businesses and corporations that understand the great **“Need for a Cure”** for this insidious disease. In this effort, we have expanded our fund raising committee to include the following individuals:

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|----------------------|----------------------------|----------------------|
| Patti & John O’Neill | Kathy & Lee Giller         | Paula & Jim Otis     |
| Nancy & Marty Gregor | Emily & Kristen Ochsenhirt | Kurt & Cindy Nygaard |
| Sara Nygaard         | Mary Kay Hopkins           | Don Triskett         |
| Carl St. John        |                            |                      |

About: Triple Negative Breast Cancer:

Most breast cancers are characterized by the presence of three receptors (proteins found inside or on the surface of breast cells): estrogen, progesterone, and HER2. These 3 receptors are not “expressed” in women with triple negative breast cancer. Since most treatments available today are aimed at those receptors, triple negative breast cancer (TNBC) is difficult to treat, the tumors being more aggressive. TNBC represents approximately 15% of all breast cancer cases.

About: ***Triple Negative Breast Cancer Foundation:***

The Triple Negative Breast Cancer Foundation was founded in 2005 in honor of Nancy Block-Zenna, a young woman diagnosed at age 35 with triple negative breast cancer and who died less than three years later. The **Triple Negative Breast Cancer Foundation**, located in Norwood, New Jersey, was launched by her close friends to raise awareness, and support research to find a cure for this disease. Visit their website at: [www.tnbcfoundation.org](http://www.tnbcfoundation.org), or call 646-942-0242.

About: Breast Cancer:

Breast cancer starts in the cells of the breast in women and men, growing at an abnormal rate. It is the second most common type of cancer after lung cancer. For U.S. women 2010 estimates are for 207,090 new cases of invasive breast cancer, with 39,840 deaths. Breast cancer in men is rare, but does happen with 1,970 men being diagnosed in a year, and 390 deaths. Breast cancer death rates are going down, probably the result of finding it earlier and improved treatment. Today there are about 2.5 million breast cancer survivors in the U.S.

About: ***Susan G. Komen for the Cure***®:

Nancy G. Brinker promised her dying sister, Susan G. Komen that she would do everything in her power to end breast cancer forever. That promise became ***Susan G. Komen for the Cure*** and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the ***Susan G. Komen Race for the Cure***® and the ***Susan G. Komen 3-Day for the Cure***™, Komen has invested \$1.5 billion to fulfill the promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Komen, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 877-GO KOMEN; or contact the Komen Northeast Ohio Affiliate at [www.kommenneohio.org](http://www.kommenneohio.org) or call 216-292-CURE (2873).

For information about this event/fundraiser, or for an interview, please contact Kurt Nygaard at 330-697-5088.